

EDRP Meeting April 10, 2012 6:30 pm @ City Hall Council Chambers

Members Present: Dick McCracken, Mike Flint, Ashley Schutte, Phil Kahn, Darleen Connolly, David Hertz and Tony Bilz.

No Absentees

Welcome by Dick McCracken

Review of Mayor's Directive to this Panel: We are volunteers supporting the betterment of Madison and Jefferson County. Our charge is to make recommendations to the Mayor and City Council to streamline overall Economic Development processes, to make Economic Development initiatives more effective. To make these recommendations we seek first to understand current processes; to understand the roles and relationships between the many organizations involved; and to understand the flow of money and how these funds are allocated. We are not reviewing personnel. We are reviewing processes, structure, tools and resources. Therefore, we seek operating knowledge before we make our recommendations. Goal is to make recommendations to Mayor and City Council by June 30, 2012.

Approval of Minutes: All approved

This is the 4th Public meeting: 1st was organizational, 2nd & 3rd had 2 speakers each:

2nd: TIF – Dave Steele and Chamber of Commerce- Dwayne Cole

3rd: Chip Orben: Chair of EDP and Julie Berry Jefferson County Commissioner

Introduction of 1st Speaker: Kathy Huffman: Eco15: Provided a handout that she will go through.

Kathy began with a brief autobiography, then a summary of the handout:

Pg. 2 outlines the 10 counties involved in Eco15 (Region 9).

Pg. 3 states the 3 Regional goals for Eco15 initiative.

Pg. 4 highlights the 3 industry sectors: Advanced Manufacturing, Healthcare, Hospitality & Tourism

Pg. 5 history of how Eco15 started and how it has transitioned since its beginning. In 2008-2010 it was supported by a grant. 2010 there was a matching grant made available for 1 year to help sustain the program. In 2011 a decision was made that it should transfer to EDP for long-term sustainability.

Pg. 6 defines Workforce Development: "To create a favorable environment for economic growth".

Pg. 7 Illustration of Economic Development 101

Pg. 8 List the names on the Advisory Council, which meet every other month or as needed.

Pg. 9 Vision for Eco15: November 2009 Forum Findings

Pg. 10 List of projects, programs, curriculum they have had a role in.

Science, Technology, Engineering and Math: STEM

Project Lead the Way: PLTW is an Engineering Curriculum that is offered to High School students in our community. It is a 3-4 year curriculum.

Dream It Do It: DiDi is a marketing curriculum designed to improve the High School perception of manufacturing.

IPOD event is an event where businesses set up exhibits to show students what they do and provoke interest.

Project Base Learning: PBL connects students with real life problems. They learn to solve real problems that exist in businesses using critical thinking.

Manufacturing, Skills, Standard, Council: MSSC

Vex Robotics

Project Collaboration and Video Conferencing Center: PCVC

Jobs for America's Graduates: JAG

Indiana Career Explorer: ICE

Maverick Challenge (entrepreneurial business planning competition)

Ivy Tech Industrial Technology/Manufacturing Lab

The goal of Eco15 is to move students into post secondary education for careers.

Pg. 11 3 focus areas: Training and education of additional workforce, expanding local workforce pool, path to recruit and retain local talent.

Pg. 12 What careers are we preparing students for? Technology is too rapidly evolving. Manufacturing has the most prospective jobs: Manufacturing (employs 25% of our labor force in Region 9), Logistics, healthcare and tourism.

Questions from Panel:

Phil Kahn asked....What is the timeline?

Started in 2008, took a year to figure out the process, 2009-2010 academic curriculum began. Graduates of 2013 will have full 4 year program.

Dick McCracken asked...What is your role in each directive?

Step 1: visit with employers to find out what they need.

Step 2: Identify something easily implemented rather than recreated.

Step 3: Visit with Principals, Counselors, Industrial Technology teachers and all other administrators, to get them on board and eager to implement the curriculum.

Step 4: Get the students aware, interested and enrolled.

Dick McCracken asked...How many students are enrolled?

Over the 3 year period, we've had 700.

Dick McCracken asked...What is sustainability plan?

Eco15 advisory council transitioned to EDP so they are developing a workforce sustainability plan to achieve this through grants, local funding, etc....They have plan with grants and a plan without grants in case it has to be locally funded.

Mike Flint asked...Is this program similar to programs in other regions?

We are a pioneer for this. Other parts of the State have more of a Top/Down approach. Ours is a grassroots approach.

Mike Flint asked...why?

Example used was Ft. Wayne, they had programs in place that they easily added to make the program a top/down approach. It is just what works for each region...

Mike Flint asked...Ball State gave us a D in Workforce Training, how should we overcome this grade? What is your thought on this report?

When they compiled the data, we were considered a region without strong workforce training. We have been addressing all these issues but there is a lapse in time where we fulfill this goal.

Mike Flint asked...would you say we are using our resources adequately? How do we compare to other Regions.

I have no idea.

Mike Flint asked...Do you collaborate with the past students who come back to our region?

Yes, in Phase 2, we work with these young adults to let them know what options/programs they have available to help them with work skills.

Tony Bilz asked...do you collaborate with Ivy Tech and Hanover College?

Yes, a great deal with Ivy Tech but Hanover College is only somewhat at the present time.

Phil Kahn made the observation that cooperation between manufacturing and students is very enlightening. This is a great method of interaction with great benefits.

Dick McCracken asked...how does Jefferson County participate with regard to workforce training in Healthcare?

KDH is highly involved in this training. They provide mannequins for the students to train with.

Ashley Schutte asked...are the students selling the program to one another now?

Yes, definitely with PLTW. Cool stuff sells it. They get to work with Robotics and this is really cool. STEM is a newer program but we are tracking increases in enrollment here too.

Dick McCracken asked...Do businesses invest to help with the funding?

Yes, 25% of the grant matching comes from businesses.

Dick closed questions

Introduction of 2nd Speaker: Corey Murphy, Executive Director of Economic Development

Corey greeted and thanked the Panel for inviting him. He began with some successes the community can learn from and build on: 2010 excerpt from the Madison Courier, reporting on the expansions of IKEA, Arvin Sango and Midwest Tube Mills. 2011 3 local companies announced expansion projects that would employ an additional 150 jobs: Madison Precision Products, Grote, and Environmental Labs. 2012 2 new businesses opened, Nu Yale Cleaners and Galena Garlic Company.

Corey will provide a written summary of his full presentation to the Panel.

Panel questions:

Phil Kahn asked...What should we add to our toolbox?

Training addition was critical. Access to training funds is vital. EDIT is great. Tax Abatement Policy should be looked at again. We have guidelines for how to score projects.

Dick McCracken asked...Data showed that our toolbox from a budget standpoint is not as strong as others, can you look into this?

Yes

Phil Kahn asked...what training grants/funds are there for businesses? Dave Steele mentioned that no one has accessed them, can you tell us why?

No one has accessed one because of its narrow guidelines. EDIT side there are 2 being accessed right now. Company participates in a match program so they invest in it too.

Ashley Schutte asked...EDP is a team effort, who is on that team?

Corey Murphy, IEDC Project Manager, OCRA, Mayor, President of TIF, City Council, County Council President.

Ashley Schutte asked...Are there cross functioning resources? Is there a standard process?

There is a State process, AFI. Potential client has a meeting with IEDC project manager to fill out an AFI. Based on the information provided here, they make requests. Corey shares with the appropriate leaders to meet these requests.

Dick McCracken asked...With regard to the alliance between the Chamber and EDP, do you plan to hire a CEO to oversee this alliance as proposed in the Tickner Report?

At present, I, Corey Murphy, am acting as CEO but we haven't implemented a title change.

Dick commented that the job description of a CEO and an Executive Director are quite different. So, Dick proposed that the take another look at the report to consider this need.

Mike Flint asked...With regard to the 80/20 split between Corey's time distribution to EDP/Chamber, how did you come to this arrangement?

We looked at several models from other areas that have done this. It represents the value of time between the 2 organizations.

Darlene Connolly asked...with regard to your upcoming trip to Germany, what is the hope/goal? Who else is going?

This is our 2nd year to collaborate with our South Central group on this. We will be targeting companies that will attend this World Trade Show. We will spend days meeting with companies that have expressed an interest in moving their companies to our area. These companies are researched as to where they want to locate and whether we can entice them to come here.

Phil Kahn asked...How often would you go overseas if money were no object?

For us to travel, we need a better product to sell.

Phil Kahn asked...is once a year enough to build a relationship?

No, we do have to follow-up.

Tony Bilz asked...Do we have knowledge of how other counties market international companies?

Seymour and Columbus are big hitters here. Columbus went 4-5 times before they scored a hit. Now they have great international presence.

Mike Flint asked...are logistics a problem?

Interstate proximity is a problem with regard to competing with areas that have an interstate close by.

Mike Flint asked...has your EDP board increased in size?

It has fluctuated. We have 14 voting members on the board with 1 seat available at present. They can serve 3, 4yr. terms. There is debate over longevity. It came down to if you have good, passionate, people serving than the length of term is great.

Mike Flint asked...our EDP has elected officials, does the board have city council representative on it?

Yes, our councilman serving now is Kevin Kellems and he was appointed by the Mayor. We also have the County Commissioner President, Town of Hanover Council member, and the rest is selected from the economic sector. Our County and the city of Hanover contribute funds to EDP annually.

Mike Flint asked... how would you improve on this model?

It would be great if we could have someone who focuses solely on BRE.

David Hertz asked..?

Chamber focus is more on small business needs, one on one approach from this setup. They are a business coach for small business.

David Hertz asked..Is this what other areas offer?

It varies, but it is a great tool to have.

Darlene Connolly asked...can you break out the percentage of time you spend on new business vs. expanding business?

I would say I spend 70% on BRE vs. 30% on attracting new business. Some focus needs to go into entrepreneurs as well.

Darlene Connolly asked...what tools do we provide to entrepreneurs?

Revolving Loan Fund.

Dick Closed Questions

Dick recognized Mike Flint for an update on the survey.

Dick announced Jeff Finkle with IEDC would be speaking at the VOBC on April 17th @ 7pm.
To register contact, advancemadison.com. Next meeting will be a public input meeting on April 17th @ Noon here in Council Chambers at City Hall.

Meeting Adjourned @ 8:50pm

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Dick then announced the program for the next two panel meetings: Meeting Adjourned at 8:20pm.